

BUSINESS STUDIES
Class – XII (2012-13)

Max. Marks – 90

Time - 3 Hrs.

General Instructions: -

1. Answers to questions carrying 1 mark may be from one word to one sentence.
2. Answer to questions carrying 3 marks may be from 50 to 75 words.
3. Answer to questions carrying 4-5 marks may be about 150 words
4. Answer to questions carrying 6 marks may be about 200 words.
5. Attempt all parts of a question together.

1. Name two websites which are commonly visited both by the prospective employees and the organizations searching for suitable people. 1
2. Every manager from top executive to superior performs the function of directing. Which characteristic of directing is referred here? 1
3. In which kind of communication network, a subordinate is allowed to communicate with his immediate superior as well as his superior's superior? 1
4. Why it is said that controlling is blind without planning? 1
5. Name the concept which increases the return on equity shares with a change in the capital structure of a company. 1
6. Why is working capital needed? Give any one reason. 1
7. What is REPO and Reverse REPO? 1
8. A company with a paid up capital of Rs.2.5 crore seeks your advice regarding listing of its shares. What is your advice? 1
9. What is meant by trade mark? 1
10. Give an example of services which can be marketed. 1
11. Mention the act which provides protection to consumers 1
12. Consumers might be exploited by unscrupulous, exploitative and unfair trade practices. Give few examples of such practices adopted by sellers. 1
13. An organization follows the principles of management. What are the adverse effects of each of the following principles of management on the organization?
(i) Unity of Command (ii) Order
(iii) Stability of tenure of personnel 3
14. "Discipline is double-edged tool" Comment. 3
15. Enumerate the steps involved in the planning process. 3

16. Why is planning considered as a mental exercise? 3
17. Outline the objectives of marketing management. 3
18. Explain the various method of sales promotion. 3
19. What are the advantages and disadvantages of divisional structure? 4
20. Distinguish between authority and responsibility on the basis of : 4
a. Direction of flow b. Delegation c. Origin
21. Financial management is based on three broad financial decisions. What are these? 4
22. What are the remedies available to consumers under the consumer protection act, 1986? 4
23. Explain any five features of management? 5
24. Explain any five ways in which managers have responded to changes in business Environment. 5
25. What is meant by „Selection“? Explain any five steps involved in the process of selection of employees. 5
26. How does controlling help in „achieving objectives“ and „improving employee morale“? 5
27. It is through motivation that managers can inspire their subordinates to give their best to the organisation“. In the light of this statement, explain, in brief, the importance of motivation. 6
28. The Board of Directors has asked you to design the capital structure of the company. Explain any six factors that you would consider while doing so. 6
- OR
- You are a Finance Manager of a newly established company. The Directors have asked you to determine the amount of Fixed Capital requirement for the company. Explain any four factors that you will consider while determining the fixed capital requirement for the company.
29. Explain the procedure of trading on a stock exchange. 6
30. Explain the importance of advertising for manufacturers, consumers and the society. 6
- OR
- Advertising and personal selling both are communication tools used by the marketers to promote their products. Yet, they differ in their approach. Differentiate between the two by giving any six differences.